



Thursday, Sept. 28, 2006
Contact: Cyndi Bemis
Media and Education Coordinator
(o) 801-538-6348 (m) 801-550-4228

News Advisory

Spot the Tot Child Safety Campaign Goes Nationwide

Family of Driveway Rollover Survivor to Tell Story at Media Event

Who: Utah Department of Health, Utah Safe Kids, Primary Children's Medical Center

What: The Spot the Tot child safety campaign, developed in Utah in 2005, has been adopted by Safe Kids USA. The program is being launched in 10 cities across the country, with a stop in Salt Lake City. From 1997-2005, 36 Utah children under age 10 were killed when they were hit or run over by vehicles in driveways and parking lots. 570 more children were injured.

When: Thursday, September 28
11:00 a.m.

Where: Utah Department of Health
First Steps Child Care Center
288 North 1460 West
SLC, UT 84114

(Media are asked to park in the lot west of the building)

Why: The re-launch of Spot the Tot in Salt Lake City will feature parents and their children visiting vehicle safety "education stations." Speakers will include:

- Family of a survivor of a driveway rollover incident
- Safe Kids Utah spokesperson
- Safe Kids USA spokesperson

